II.   In the Claims:

Please amend the following claims:

1.   (Amended) A computer-implemented method for ordering a consumer item from a remote location, comprising:

providing graphical selection of a plurality of options of the consumer item with an interactive environment at the remote location;

overlaying selected options on the consumer item; and

graphically updating the consumer item automatically at the remote location in response to the selected options to reflect incorporation of the selected option, wherein updating the consumer item with the selected options occurs in real-time as the options are selected.

3.   (Amended) The method of claim 2, wherein the user interface is a graphical user interface having an interaction device to allow dragging and dropping of the [overlayed] selected options on the consumer item.

13.   (Amended) A display device having rendered thereon data and information for ordering a consumer item, the display device comprising:

a user interface comprising:

an options window providing a graphical selection of options of the consumer item;

an interactive module allowing a user to add an option by overlaying the option on the consumer item; and

an update module wherein the options are updated automatically and in real-time in response to an option selection.

20. (Amended) An ordering system for ordering a consumer item from a remote location, comprising:

a user interface at the remote location that provides a graphical selection of options of the consumer item and allows adding an option by overlaying the option on the consumer item; and

an update module that provides automatic, <u>real-time</u> updating of the consumer item with consumer item information in response to the adding of the options.

III. Clean Copy of all Pending Claims

1. (Amended) A computer-implemented method for ordering a consumer item from a remote location, comprising:

providing graphical selection of a plurality of options of the consumer item with an interactive environment at the remote location;

overlaying selected options on the consumer item; and

graphically updating the consumer item automatically at the remote location in response to the selected options to reflect incorporation of the selected option, wherein updating the consumer item with the selected options occurs in real-time as the options are selected.

2. The method of claim 1, further comprising providing a user interface that presents to the user information about the consumer item.

3. (Amended) The method of claim 2, wherein the user interface is a graphical user interface having an interaction device to allow dragging and dropping of the selected options on the consumer item.

Please cancel claim 4.

5. The method of claim 1, wherein the updating is presented with an audio/visual representation.

6. The method of claim 1, wherein the options depend in part on previously selected options.

7. The method of claim 1, wherein selection of unavailable options is prevented.

8. The method of claim 2, wherein the information comprises attributes associated with the consumer item.

9. The method of claim 8, further comprising automatic and real-time updating of the attributes.

10. The method of claim 9, wherein the attributes comprise a characteristic of the consumer item.

11. The method of claim 1, further comprising collecting statistical data associated with the order.

12. The method of claim 1, wherein a server and a client located at the remote location communicate over the Internet.

13. (Amended) A display device having rendered thereon data and information for ordering a consumer item, the display device comprising:
  a user interface comprising:
  an options window providing a graphical selection of options of the consumer item;
  an interactive module allowing a user to add an option by overlaying the option on the consumer item; and
  an update module wherein the options are updated automatically and in real-time in response to an option selection.

14. The display device of claim 13, wherein the options are divided into categories.

15. The display device of claim 14, wherein the categories comprise a base component category and an available options category.

16. The display device of claim 13, wherein the user interface further comprises a representation window that provides a representation of the consumer item with selected options.

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17. The display device of claim 16, wherein the representation is an actual representation of the consumer item with selected options.

18. The display device of claim 13, wherein the user interface further comprises an interactive attributes and data display window that provides current attributes and data information about the consumer item.

19. The display device of claim 18, wherein the current attributes and data information is updated by the update module.

20. (Amended) An ordering system for ordering a consumer item from a remote location, comprising:

a user interface at the remote location that provides a graphical selection of options of the consumer item and allows adding an option by overlaying the option on the consumer item; and

an update module that provides automatic, real-time updating of the consumer item with consumer item information in response to the adding of the options.

21. The ordering system of claim 20, wherein the consumer item information is at least one of: (a) a representation of the consumer item; (b) the graphical selection of options of the consumer item; (c) attributes associated with the consumer item.

22. The ordering system of claim 20, wherein the user interface further comprises a representation module that presents a representation of the consumer item.

23. The ordering system of claim 22, wherein the representation is a true representation of the consumer item with selected options.

24. The ordering system of claim 20, wherein the graphical selection of options depends partially on previously selected options.

25. The ordering system of claim 20, wherein the user interface further comprises an attributes module that presents attributes associated with the consumer item.

26. The ordering system of claim 25, wherein the attributes comprise a characteristic of the consumer item.

27. The ordering system of claim 20, further comprising a statistical module that receives and processes statistical data from the remote location.

28. The ordering system of claim 27, wherein the statistical data comprises at least one of: (a) user information; (b) ordering trends; (c) information regarding the ordering process.